





Highlights as at October 31

	1970	1969*	Increase %
Assets	\$1,087,940,404	\$951,221,039	14.4
Loans	648,693,244	568,759,682	14.0
Deposits	979,577,234	860,625,609	13.8
Balance of Revenue	12,718,399	11,729,798	8.4
Net earnings per share	74¢	72¢	(note 1)
Dividends paid	54¢	50¢	(note 2)

Note 1 :

Net earnings of 74¢ per share in 1970 for 5,200,000 shares outstanding compared to 72¢ per share in 1969 for the 4,500,000 shares of the former Provincial Bank only.

Note 2:

Dividends per share for 1969 pertain to the former Provincial Bank only.

*The 1969 financial statements of the former Provincial Bank and the former People's Bank have been combined for purposes of comparison with the 1970 figures of the amalgamated bank.

The Board of Directors

Chairman of the Board:

*Roland Bock, Montréal
President, Bock & Tétreau Ltée

President of the Bank and Chief Executive Officer:

*Léo Lavoie, Montréal

Vice-President and General Manager:

Raymond Primeau, B.Sc.A., LL.L., D.B.A.,
D.E.S., Montréal

Vice-President:

*Cecil F. Carsley, M.B.E., Montréal
Chairman of the Board, Canada Vinegars
Limited

Vice-President

*A.-Hervé Hébert, F.S.A., F.C.I.A., Lévis
President, Hébert, LeHouillier & Ass. Inc.

Vice-President:

Lucien Massé, Ottawa
President, Société Gazifère de Hull Inc.

Marcel Bélanger, M.A., C.A., Québec
Partner, Bélanger, Dallaire, Gagnon &
Company

*Hervé Belzile, C.A., Montréal
President, Alliance Mutual Life Insurance
Company

Benoit Benoit, Saint Hyacinthe
President, La Compagnie d'Assurance
Générale de Commerce

Rodolphe Casgrain, Montréal
President, Casgrain & Company Limited

Roland Chagnon, C.A., Montréal
President, Lallemand Inc.

Charles-E. Demers, Eng., Québec
President, Komo Construction Inc.

Paul-A. Dionne, Montréal
Chairman of the Board, Dionne Limitée

Charles-J. Gélinas, Q.C., Montréal
Partner, Messrs. Gélinas, Bourque,
Benoit, Bélanger & Lortie

J.-G. Hamelin, Montréal
Managing director of l'Union Régionale
de Montréal des Caisses Populaires
Desjardins

Paul-H. Plamondon, Québec
Vice-President, La Solidarité compagnie
d'assurance sur la vie

Hon. J.-Olier Renaud, Q.C., Montréal
Partner, Messrs. Renaud & Renaud

*Alfred Rouleau, Lévis
President, Desjardins Mutual Life
Assurance Company and of La
Sauvegarde

*Antoine Turmel, Sherbrooke
Chairman of the Board, Provigo Inc.



R. Bock



L. Lavoie



R. Primeau



C.F. Carsley



A.-H. Hébert



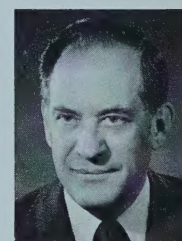
L. Massé



M. Bélanger



H. Belzile



B. Benoit



R. Casgrain



R. Chagnon



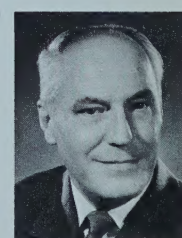
C.-E. Demers



P.-A. Dionne



C.-J. Gélinas



J.-G. Hamelin



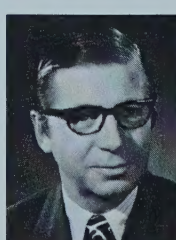
P.-H. Plamondon



J.-O. Renaud



A. Rouleau



A. Turmel

* Executive Committee Member

Executive Officers of the Bank

President and Chief Executive Officer

Léo Lavoie

Vice-President and General Manager

Raymond Primeau

Assistant General Managers

Maurice Bigras
Georges Fortin
Gilles Foucault
Michel Lavoie
Jean Machabée
Antonio Malfara
Gilles Mercure
Léon Pilon

Secretary General

René Cousineau

Superintendents

Berthier Bélanger, *Maritimes*
Rhéul Brunelle, *Eastern Townships-St. Maurice*
Grégoire Doyon, *Quebec*
Lawrence Labonté, *St. Lawrence Valley*
Gérard Lacerte, *Laurentians-Ottawa*
François Lapierre, *Montreal*
Napaul Poisson, *Windsor, Ont.*
Gilles Roch, *Montreal-des Prairies*

Supervisors

Roland-A. Béland, *Securities*
Gaston Bertrand, *Public Relations*
Herbert C. Byleveld, *Economic Research*
Alcide Dalpé, *Routine*
Gaston Gauthier, *Legal*

Roger Gauthier, *Mortgage Loans*
Georges Lachance, *Bank Premises*
Richard Lapointe, *Accounting*
André Pasquin, *Foreign Business*
Claude Primeau, *Personnel*
J.-Léon Pronovost, *Security*
Raymond Rémillard, *Budget Loans*
Henri-J. Richard, *Inspection*
Robert Savard, *Data Centre*

Raymond Séguin, *Internal Auditing*
Lucien Tanguay, *Investments*
Réal Tardif, *Marketing*
Robert Teasdale, *Superintendent, Administration*
Roland Vadeboncoeur, *Credit*



Minutes of the seventieth annual general meeting of the Shareholders of The Provincial Bank of Canada, held at the Queen Elizabeth Hotel, 900 Dorchester Blvd. West, Montreal (Canada), on the 8th of December 1970, at three-thirty o'clock in the afternoon.

The President, Mr. Léo Lavoie, occupied the chair.

The Chairman appointed Mr. René Cousineau as Secretary of the meeting, and Messrs. Henri-Paul Lemay and Pierre Bourque as Scrutineers, and their nomination was approved unanimously by the meeting.

The Secretary then read the notice calling the meeting and an affidavit concerning publication of said notice.

At the request of the Chairman, the Scrutineers confirmed, for record purposes, that there was a quorum.

The minutes of the last annual general meetings of The Provincial Bank of Canada and of The People's Bank held in 1969 having been sent to all Shareholders were taken as read on a motion of Mr. André Gilbert, Eng., seconded by Mr. Bruno Cousineau, and unanimously adopted.

A draft of the proposed agreement for the amalgamation of The Provincial Bank of Canada and The People's Bank having been sent to shareholders of both banks and approved by them, and the amalgamation being now effective following the approval of the Governor in Council, it was moved by Mr. Jean Marien, C. A., seconded by Mr. Marcel Duchesne, that the minutes of the special general meetings of The Provincial Bank of Canada and The People's Bank held on May 20 last, be taken as read and adopted. This resolution was carried unanimously.

Directors' Report

Following this, the Secretary read the report of the Directors:

"Your directors have pleasure in presenting the Bank's annual statement for the year ended October 31, 1970, containing the statement of assets and liabilities of the Bank and Pro-Can Realities Limited as at October 31, 1970, the statement of revenue, expenses and undivided profits, the statement of accumulated appropriations for losses, and of the rest account for the latest financial year.

In accordance with section 12 of the amalgamation agreement between The Provincial Bank of Canada and The People's Bank, those statements have been prepared as if the amalgamation had taken place on November 1, 1969.

At date of amalgamation of the Provincial Bank and The People's Bank on August 3 last, the Provincial Bank operated 222 branches and 62 agencies and The People's Bank 28 branches. From August 3 to the end of the financial year, the

*dividendes versés
aux actionnaires
2,678,000*

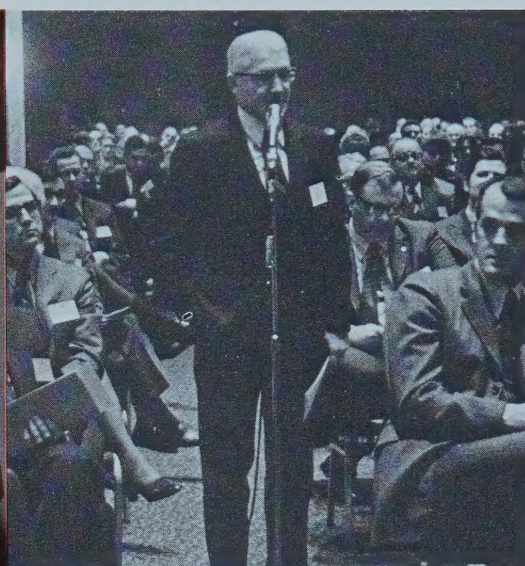
Bank opened 6 new branches and closed 3, as well as an agency. The three branches closed were those located at 53 Saint-Pierre Street, Québec, 628 Royale Avenue, Beauport and 106 Racine Street, Loretteville, and the reason for this decision was the proximity of branches of the Provincial Bank and The People's Bank in the areas concerned. On October 31, 1970, the Provincial Bank had consequently 253 branches and 61 agencies.

All branches and agencies were inspected by the Inspection Department of the Bank and the cash and securities at Head Office were verified.

The Shareholders' auditors, Messrs. Guy Chabot, C. A., and Godfrey Gourdeau, C. A., audited the Bank's records and those of Pro-Can Realities Limited, a company controlled by the Bank, and their reports are appended to each statement.

Your Directors express their appreciation to the officers and staff of the Bank for the loyal co-operation they have shown in the discharge of their duties.

*For the Board of Directors,
(signed) Léo Lavoie,
President.
Montreal, December 8, 1970.*



The Shareholders having already received copies of the financial statements for the fiscal year ended October 31, 1970, it was proposed by Mr. Georges-Henri Vermette, seconded by Mrs. Clara Despatie, and unanimously resolved that they be considered as read and adopted.

The President, Mr. Léo Lavoie, then commented on the Canadian economy and subsequently, called upon Mr. Raymond Primeau, Vice-President and General Manager, to present the financial statements.

On a motion of Mr. Léo Lavoie, seconded by Mr. Roland Bock, the report of the Directors was unanimously adopted.

The Scrutineers reported that the number of shares represented by Shareholders present at the meeting was 98,712 and that the number of shares represented by proxy was 3,069,254, forming a total of 3,167,966 or 60.9% of the capital stock.

Appointment of Auditors

It was moved by Mr. Maurice Sigouin, seconded by Mr. Jean-Guy Hubert, that Messrs. Guy Chabot, C.A., of Raymond, Chabot, Martin, Paré et Associés, and Godfrey Gourdeau, C.A., of LaRue, Gourdeau et Associés, be appointed Audi-

tors for the ensuing year, that their remuneration be not more than \$23,000 and that their fees be divided between them in proportion to the time they will have devoted to the Bank's business.

Appointment of Proxies for Pro-Can

It was also moved by Mrs. Aline Lalonde, seconded by Mr. Louis -O. Roy, that in accordance with the Bank Act, Mr. Léo Lavoie, or failing him, Mr. Roland Bock, or failing him, Mr. C. F. Carsley, be appointed to act as proxy for the Bank at any and all meetings of the Shareholders of Pro-Can Realities Limited, a corporation controlled by the Bank.

Upon receiving the Scrutineers' report, the Chairman declared these two motions carried unanimously.

Election of Directors

The meeting then proceeded with the election of Directors. It was moved by Mr. J. -H. Lafrenière, seconded by Mr. Réjean Gagné, that the following Shareholders

be elected Directors for the ensuing year, that a vote be taken for their election and that a single ballot be cast if there were no other names proposed: Messrs. Marcel Bélanger, C. A., Hervé Belzile, C. A., Benoit Benoit, Roland Bock, C. F. Carsley, M. B. E., Rodolphe Casgrain, Roland Chagnon, C. A., Charles -E. Demers, Eng., Paul -A. Dionne, Charles -J. Gélinais, Q. C., J. -G. Hamelin, A. -Hervé Hébert, F.S.A., F.C.I.A., Léo Lavoie, Lucien Massé, C. A., Paul -H. Plamondon, Raymond Primeau, B. Sc. A., LL. L., D.B.A., D.E.S., J. -Olier Renaud, Q. C., Alfred Rouleau and Antoine Turmel.

No other names being proposed and upon receiving the Scrutineers' report, the Chairman declared the above-mentioned Shareholders elected to the Board of Directors for the current year.

The President then opened the meeting to questions from the floor and replied to points raised by various shareholders.

There being no further questions, the Chairman declared the meeting terminated.

At the meeting of the Board of Directors held subsequently to the meeting of Shareholders, the following officers were elected for the coming year:

Chairman of the Board: Mr. Roland Bock.

President of the Bank and Chief Executive Officer: Mr. Léo Lavoie.

Vice-Presidents: Messrs. C. F. Carsley, A. -Hervé Hébert, Lucien Massé and Raymond Primeau.



The President's Address

In its latest financial year, The Provincial Bank of Canada has gone through an important stage of its development, of which the merger between the Provincial Bank and The People's Bank has been the first outstanding feature. It may be recalled that the amalgamation agreement was approved by the shareholders of the two banks during the special general meetings held on May 20, in Montreal and Quebec respectively; following the approval of the Governor in Council on July 22, the amalgamation became effective on August 3, 1970.

The second outstanding event of the year has been the growth of the Bank's assets. We have now entered the ranks of banks with more than one billion dollars in assets and the level thus reached gives to our institution a new dimension conferring international recognition. To celebrate this event, we have gathered together yesterday night the officers and managers of the Bank and we have invited them to attend today's meeting. Now that the milestone of the first billion dollars in assets has been passed, the Provincial Bank will be able to play an ever more important role in the economy by undertaking projects of larger scope in the years to come.

Since our last meeting, numerous changes have occurred in the midst of the Board of Directors, both in the normal course of events and as a consequence of the completed merger between the Provincial Bank and The People's Bank.

Last January, Mr. Gilles Filion was named judge at the Provincial Court and it is with great regret that we have been obliged to accept his resignation. In replacement, the Board has appointed Mr. Rodolphe Casgrain, stockbroker, who has a vast experience in the field of finance and investments.

During the summer, we have suffered the loss of Mr. Ignace Brouillet who deceased on August 20. Mr. Brouillet had a brilliant career as an engineer and his co-operation has been highly valuable to us in the thirteen years that he was a member of the Board of Directors.

The first meeting of the Board of Directors of the new Provincial Bank took place on August 5, and two new directors were then appointed: Mr. A.-Hervé Hébert, President of Hébert, Le Houillier & Associés Inc., consulting actuaries, and Mr. J.-Gaudiose Hamelin, Managing Director of l'Union Régionale de Montréal des Caisses Populaires Desjardins. Mr. Hébert, formerly President of The People's Bank, was at the same time elected vice-president of the Bank. Messrs. Hébert and Hamelin will give us the benefit of their vast experience in business administration.

To fill the vacancy left by the late Mr. Ignace Brouillet, Mr. Raymond Primeau, General Manager, has been nominated to the Board of Directors; he was also made vice-president of the Bank.

Last week, Mr. J.-U. Boyer informed us of his decision not to act any longer as director of the Bank for reasons of health and under the circumstances, we have had no choice but to respect his wishes. In accordance with Section 3 of the Shareholders' By-laws, the Board of Directors has subsequently decreased the number of directors from twenty to nineteen.

Mr. Boyer entered in the Bank's service in 1918. After having been assigned to several branches, he was appointed general manager in 1936. On January 8, 1948, he was elected a member of the Board of Directors; on January 10, 1951, he became vice-president and on December 12, 1957, he was elected president. He retired in 1967.

As I said at the annual general meeting after he retired as president of the Bank, Mr. Boyer is too well known among our shareholders and clients to make it necessary to dwell on the important role he has played in the Provincial Bank. What matters is to assure him once again of our feelings of gratitude for his loyal service during a banking career of almost fifty years, and to offer him in your name and mine our best wishes for his well-being.

In many respects, the year now ending has not been an easy one. Economic activity, which was artificially sustained during 1969 by inflation, started to level off near the end of last winter, about seven months after the beginning of a minor recession in the United States, and since then conditions have hardly been satisfactory. It should be stressed that this downturn is the logical consequence of an inflationary boom that has been allowed to spread in North-America since 1966 and of the restrictive policies that the authorities have been obliged to apply in order to restrain it.

The rate of growth of internal demand for goods and services has declined this year and solely external demand has remained vigorous. Domestic consumption has levelled off, investments have grown less than had been anticipated, industrial production has weakened, corporate profits have continued to decline and, although inflation has slowed down, unemployment has become more severe. The nation's productive capacity operates well below its potential.

All things considered, gross national product in constant dollars during 1970 will probably show a growth rate of about 3 per cent only, compared to 5 per cent in 1969. With the exception of certain special factors to which I shall refer later on, economic trends in Quebec have on the whole been similar to those of Canada.

Consumer expenditures

The customary basic support of the economy by domestic consumption has not been forthcoming this year. In fact, retail sales did not increase by more than 1.8 per cent in the first half, compared to the same period of last year; if price increases are taken into account, volume stayed practically at the same level. Retail sales of durable goods declined by 5 per cent; they are always particularly affected by periods of slack in the economy. These disappointing results are due to unemployment, lower farm income (resulting largely from poor wheat sales), higher prices, credit restrictions, higher taxes and finally, to the uncertainties that did not cease to cloud the economic climate during most of the year. On the whole, personal income rose less rapidly: the annual growth rate of labour income, which was 12.2 per cent during 1969, fell to 7 or 8 per cent this summer. Under these conditions, it is not surprising that consumers adopted a cautious and conservative attitude which manifested itself in a notable increase of savings: from 6.3 per cent of personal disposable income in the first half of 1969 to 7.3 per cent in 1970.

Capital investment

A number of factors have borne down on private capital investment: financing difficulties, lower corporate profits of numerous companies (which has reduced their capacity for self-financing and in certain cases, has led to liquidity problems), prolonged uncertainty about federal tax reform, and the fact that many companies operate below capacity at a time when the economy lacks vigor.

Consequently, it is likely that actual corporate investments will not live up to expectations and in spite of the increase in some public expenses of this nature — aimed at alleviating unemployment and at speeding up activities in underdeveloped regions — outlays for capital equipment this year will presumably not surpass last year's level by more than 8 per cent approximately, against an advance of 14 per cent foreseen last June.

The construction industry is in a state of recession and all indications point to a total volume of construction contracts close to the 1969 level. If account is taken of higher prices, this implies a decline in the physical volume of work performed. Fortunately, residential construction has been modestly stimulated by a somewhat greater availability of funds, both from financial institutions as from the public sector. In spite of this, housing starts will not surpass 180,000 this year in Canada, a figure that is insufficient to meet the demand.

In this regard, demand for housing is far from being adequately satisfied in Quebec, especially in the area of low-cost housing. While during the 1950's housing represented 22.5 per cent of private and public investment in our Province, this proportion has fallen to 18.7 per cent during the 1960's. Housing starts this year are still inadequate. It is true that construction was disturbed in 1970 by numerous labor conflicts (during the first seven months of 1970, work stoppages represented almost one million man-hours of work). Nevertheless, the authorities should make an effort to construct more low-cost housing. The Economic Council in a recent report expressed the opinion that such a policy was not only socially justified, but also consistent with an overall long-term strategy of returning to potential. After noting that "industry, unions and governments are not working well together to solve critical problems", the Council concludes that

"special attention needs to be devoted to possible techniques for increasing productivity in construction".

On several occasions in the past, I have already stressed the necessity to increase investments in Quebec, considering that stagnation in this field is one of the major causes of our present weak economic situation. Since 1967, the share of Quebec in total investments in Canada has gone down from 26 per cent to 20 per cent.

Gross fixed capital formation will be slightly higher this year in the Province, namely from 5 to 6 per cent in comparison to 1969. Obviously, they ought to be much higher during the coming years if it is desired to create jobs for young people and to substantially reduce unemployment.

To make these objectives come true, a climate of confidence is essential. In the North American economy, all those which have funds available, whether they be financiers, industrialists or merchants, seek certainly the best possible yield on their investments, but also security. The menace of extremists seems to have been overcome and the federal and provincial authorities have already announced measures to further the policy of economic and social progress to which they are committed.

Let us not forget that the social, cultural and linguistic hopes of Quebec's population cannot be achieved without economic development which, particularly in this Province, implies the creation of new jobs, a growing standard of living and the reduction of regional income disparities.

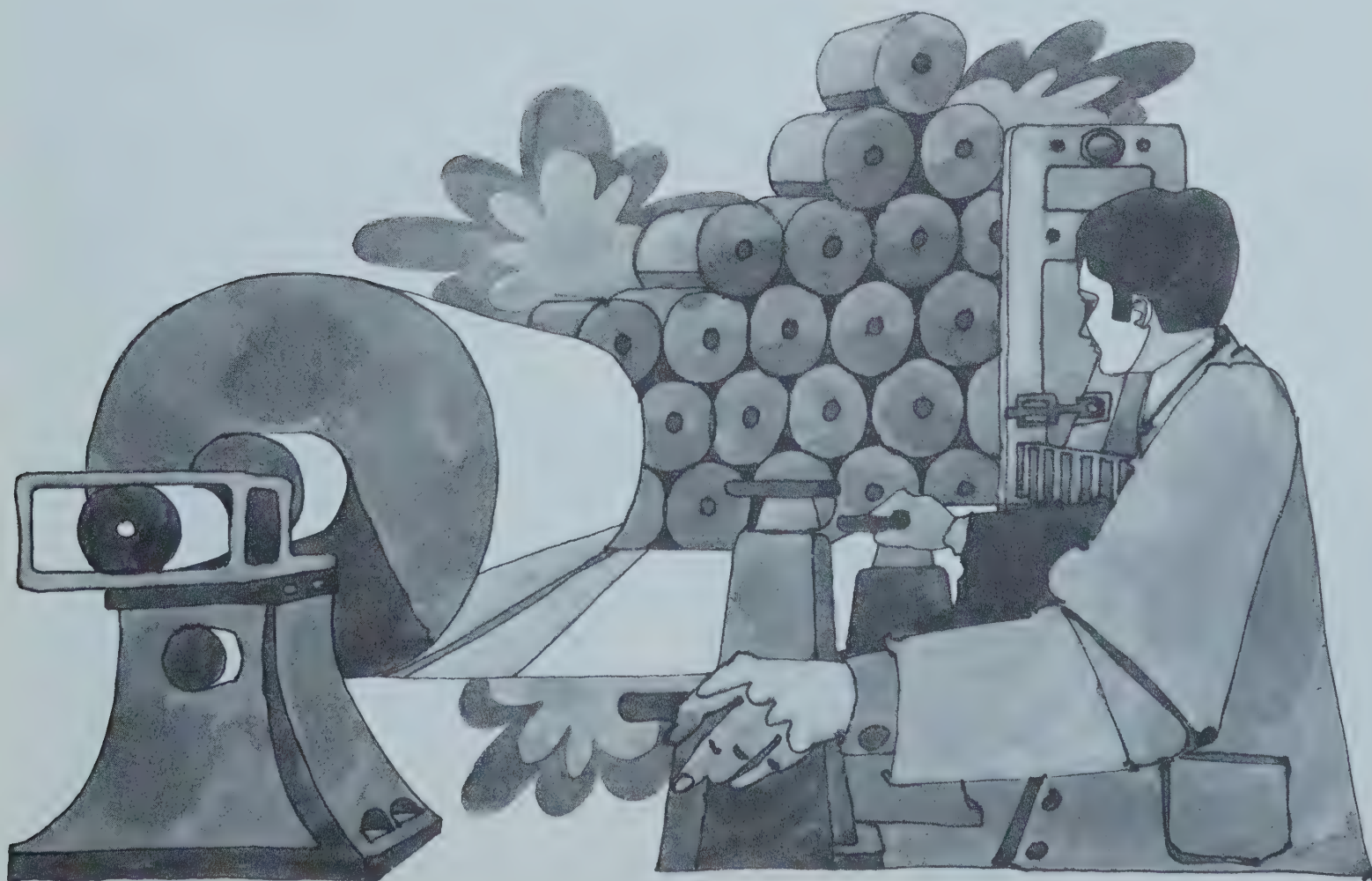
Production

The slowdown of demand has caused production to level off. Total output has marked time since the beginning of spring and industrial production has declined somewhat. Undoubtedly, labor conflicts in several regions of the country have contributed to some extent to this slowdown, but the fundamental cause remains the cyclical deterioration of business activity.

At the end of the first half, industrial production showed a decline of 2.8 per cent compared with its peak in February and a gain of 1.4 per cent only compared to a year ago. The degree to which the productive capacity of our industries is being used cannot be called satisfactory. Newsprint, one of our leading industries, operated in September at 81 per cent of its potential, against 88 per cent a year earlier, while for the first three quarters output was below the figure of a year ago.

That under these conditions unemployment has risen is not surprising. The rate of unemployment reached 6.6 per cent in mid-October, after seasonal adjustment, which is about the highest level since the 1960-61 recession. This rate, one of the worst among industrial countries, is higher than the one prevailing in the United States, where business conditions are not very satisfactory either. In Canada, 80,000 jobs have been created in 1970, which is one-third only of the average of the last six years. It is the lowest figure since 1958; thrice as much would have been necessary to arrive at full employment.

As I mentioned already, the steady increase in cost of production has resulted in a reduction of the profits of a large number of enterprises. While last year the after-tax profits of corporations rose moderately by 6 per cent, they are likely to decline this year by about 10 per cent. It should be noted that wages in manufacturing and service industries continue to increase much more rapidly than productivity.



The President's Address

Exports

Once again exports have made headlines this year. With the government sector, they have been the only real support of demand and the principal driving force of economic activity. For the ten first months exports listed a gain of 14 per cent over the same period of last year and it is likely that they will attain about \$17 billion in 1970 or 14 per cent more than in 1969.

This result is all the more remarkable as it has been obtained in spite of a slowdown of business conditions in the United States, our principal customer. Our exports have continued to be sustained by strong world demand for our natural resources — oil, gas, iron and non-ferrous metals in particular — by healthy sales of automobiles and parts to the United States, resulting from the Canadian-American automotive agreement and by some renewal of our wheat sales, which together with the reduction of areas under cultivation and a lower crop this year, has improved the wheat situation. Our trade with the United States has resulted in an unusual surplus of nearly \$700 million by the end of October. The increase of our sales to the European Common Market and to Japan by the end of October was 43 per cent and 30 per cent respectively.

Sluggish internal demand is the cause that imports have hardly risen this year: 1.8 per cent only during the first nine months. The surplus on the balance of trade at the end of September tops all records and amounts to \$1,927 million compared to \$512 million a year earlier, or four times as much. Very likely, this figure will break all records by reaching \$2 billion at the end of the year.

This considerable surplus will transform our usual deficit on current account this year in a comfortable surplus: from \$300 million in the first half it will probably rise to \$800 million by the end of the year. This will be the first surplus since 1952.

The unusual strength of our exports has manifested itself in a higher volume of official reserves in foreign exchange and gold which rose to \$4.6 billion at the end of October, a figure which represents an increase of \$1.3 billion since the beginning of this year.

It is of interest to note in this regard that the de facto revaluation of the Canadian dollar by 5 per cent, a consequence of the government's decision to float our currency from June 1 onward, has to date not hampered our exports. Apparently, our large export industries are in a strong competitive position.

Prices and monetary conditions

The restrictive monetary and fiscal policy followed for nearly two years now has finally begun to take effect. The combined influence of credit restrictions, some reduction of public expenditures and the action of the Prices and Incomes Commission has resulted in a slower rise of the general price level. From October 1969 to October 1970, the consumer price index has risen by barely 3 per cent while in 1969 the increase amounted to 4.5 per cent. For the year 1970 as a whole, the rate of growth will possibly be close to 3.9 per cent.

The behavior of prices in Canada compares favorably with the situation in the United States and most large industrialized countries. This does not imply however that the battle against inflation has definitely been won. Wage and salary increases continue to exceed by a wide margin improvements in productivity: collective labor agreements concluded since the beginning of the year represent still an annual increase of more than 8 per cent, which contributes to higher costs. Inflation, needless to say, concerns all of us; to overcome it, moderation has to be exercised by governments, business leaders, labor unions and consumers. Without some voluntary restraint, the objective of economic growth under conditions of stable prices, sound money and full employment (such as existed from 1961 to 1966) could not be regained.

The encouraging results achieved with respect to inflation and the need to diminish unemployment have led the federal authorities to relax their restrictive policies. Money supply has grown rapidly, at an annual rate of 11 per cent between March and October, and credit conditions are easier now. Bank Rate has been reduced four times since May and has fallen from 8 to 6 per cent. Short-term interest rates have gone down considerably: from 7.78 per cent in January, the rate of three-month treasury bills has fallen to 4.4 per cent in November, which is the lowest level during the last three years. Our short-term rates are notably lower than those prevailing in the United States or on the eurodollar market. On the other hand, long-term interest rates have only slightly declined since the beginning of the year. Actually, the demand for capital remains considerable and in spite of tight money, the Canadian financial market has absorbed a high volume of fixed debt.



Still with the aim to stimulate economic activity and to improve conditions in the labor market, the Canadian government has decided to increase expenses. The budgetary surplus of \$250 million foreseen last spring will turn into a probable deficit of \$320 million at the 31st of March next.

Employment in Quebec

Restrictive policies have been accompanied by significant below-capacity operations of our industry and an increase in unemployment: this explains the government's decision to start to act as a catalyzer of the economy and to give from now on priority to the unemployment problem, instead of to the fight against inflation.

As has been said often, unemployment is particularly high in Quebec. Although the population has increased less rapidly in recent years — the birth rate and immigration are declining — the labor force grows faster than employment. During 1965 and 1966, 85,000 new jobs were created annually, but this number has fallen to an average of 40,000 per annum during the years 1967, 1968 and 1969, compared to 100,000 in Ontario. Unemployment has grown accordingly: it has increased from 4.7 per cent in 1966 to 6.9 per cent in 1969 and it will be even higher for this year.

This outcome, which gives rise to some concern, cannot be dissociated from the fact that since 1967 particularly, investments have been sluggish in Quebec, as stated earlier. To create an adequate number of new jobs (especially for young people who arrive on the labor market in ever-increasing numbers) and to achieve a notable reduction in unemployment, it is necessary to increase investments considerably: this is an absolute requirement. Fortunately, important capital investment programs are under way or will begin shortly, in particular the completion of the hydro-electric system at Manic-Outardes, notable mining developments in New Quebec, the new airport at Ste. Scholastique and numerous public works for road improvement and regional development. It must be said however that the need to define and stress our industrial policy becomes more and more evident. In short, the economic development of our Province represents more than ever a challenge that we all have to accept.

Above all, let us not be inveigled into the belief that the renewal of the Quebec economy is solely a matter for government. Quite the contrary, the mass of new investments must come from the private sector. I would even add that business leaders and people who save must show a spirit of calmness and determination in the difficult period we are now going through. It would be a serious error if they were to lose their confidence in the Quebec economy.



The President's Address

The outlook

If on balance the year now ending does not show more than moderate progress achieved under difficult conditions, the outlook for 1971 is on the other hand more encouraging.

While keeping a watchful eye on inflationary tendencies, the Canadian government will certainly continue to ease up in its fiscal and monetary policy, to stimulate the economy and diminish unemployment.

Easier credit, lower interest rates, the public works program announced in the December 3 federal budget, the strengthening of capital markets, the more moderate increase in wages and salaries, the slowdown in price movements, are all factors which tend to strengthen internal demand and induce a renewal of economic activity starting in the first half of 1971. Supported by higher sales of wheat, iron ore, oil and gas, exports will probably maintain their vigor in the coming year.

The low point of the business cycle seems to be behind us. Certain disparities are about to be corrected and the economy is in a better position now.

Several elements conducive to a moderate economic upturn are now working together, or about to make their influence felt, and one can foresee a growth rate of 4 to 4½ per cent for 1971. This would certainly be more satisfactory than this year's performance, but the economy shall still be operating below potential. Great efforts and imagination are required to improve the productivity of our economy and to achieve full employment.



Financial Statements at October 31, 1970



Statement of Assets and Liabilities as at October 31, 1970

Assets

	1970	1969*
Cash and due from banks	\$ 66,825,205	\$ 65,036,487
Cheques and other items in transit, net	41,366,195	52,467,452
	108,191,400	117,503,939
Securities issued or guaranteed by Canada, at amortized value	151,158,581	117,694,173
Securities issued or guaranteed by provinces, at amortized value	42,280,621	37,241,524
Other securities, not exceeding market value	65,614,376	56,733,337
	259,053,578	211,669,034
Day, call and short loans to investment dealers and brokers, secured	45,859,586	22,581,980
Other loans, including mortgages, less provision for losses	602,833,658	546,177,702
	648,693,244	568,759,682
Bank premises at cost, less amounts written off	10,672,866	10,012,231
Securities of and loans to a corporation controlled by the Bank	3,108,322	2,909,346
Customers' liability under acceptances, guarantees and letters of credit, as per contra	57,086,844	39,290,408
Other assets	1,134,150	1,076,399
	\$1,087,940,404	\$951,221,039

Auditors' report to the shareholders

We have examined the statement of assets and liabilities of The Provincial Bank of Canada as at October 31, 1970, together with the statement of revenue, expenses and undivided profits and the statement of accumulated appropriations for losses for the year ended on that date. Our examination included a general review of the accounting procedures and such tests of accounting records and other supporting evidence as we considered necessary in the circumstances.

In our opinion, the foregoing statements present fairly the financial position of

the Bank as at October 31, 1970, and its revenue, expenses and undivided profits and accumulated appropriations for losses for the year ended on that date.

Auditors:

Guy Chabot, C.A.,
of Raymond, Chabot, Martin, Paré et Associés

Godfrey Gourdeau, C.A.,
of LaRue, Gourdeau et Associés

Montreal, November 18, 1970.

Liabilities	1970	1969*
Deposits by Canada	\$ 12,117,539	\$ 16,456,580
Deposits by provinces	7,217,452	10,685,194
Deposits by banks	8,422,302	10,842,432
Personal savings deposits payable after notice, in Canada, in Canadian currency	476,326,226	423,439,480
Other deposits	475,493,715	399,201,923
	979,577,234	860,625,609
Acceptances, guarantees and letters of credit	57,086,844	39,290,408
Other liabilities	3,586,740	4,061,230
	60,673,584	43,351,638
Accumulated appropriations for losses	12,162,527	12,887,133
Capital:		
Authorized — 10,000,000 shares of \$2. each	\$20,000,000	
Paid up — 5,200,000 shares issued and fully paid	10,400,000	10,400,000
Rest account	25,000,000	23,300,000
Undivided profits	127,059	656,659
	\$1,087,940,404	\$951,221,039

Raymond Primeau,
Vice-President and
General Manager

Léo Lavoie,
President

Statement of Revenue, Expenses and Undivided Profits

for the financial year ended October 31, 1970

	1970	1969*
REVENUE:		
Income from loans	\$ 57,446,437	\$ 45,683,362
Income from securities	15,453,641	12,790,217
Other operating revenue	8,982,360	8,686,492
Total revenue	81,882,438	67,160,071
EXPENSES:		
Interest on deposits	40,283,193	29,387,810
Salaries, pension contributions and other staff benefits	17,796,149	15,663,460
Property expenses, including depreciation	5,303,705	4,703,332
Other operating expenses, including provision for losses on loans based on five-year average loss experience	5,780,992	5,675,671
Total expenses	69,164,039	55,430,273
Balance of revenue	12,718,399	11,729,798
Appropriation for losses	4,750,000	4,450,000
Balance of profits before income taxes	7,968,399	7,279,798
Provision for income taxes relating thereto	4,120,000	3,737,904
Balance of profits for the year	3,848,399	3,541,894
Dividends	2,678,000	2,500,000
Amount carried forward	1,170,399	1,041,894
Undivided profits at beginning of year	656,659	614,765
Total	1,827,058	1,656,659
Transferred to Rest account	1,700,000	1,000,000
Undivided profits at end of year	\$ 127,058	\$ 656,659

Statement of Accumulated Appropriations for Losses

for the financial year ended October 31, 1970

				1970	1969*
Accumulated appropriations at beginning of year					
1969		1970			
General	\$10,310,272	General	\$11,123,640		
Tax-paid	1,065,848	Tax-paid	1,763,493	\$12,887,133	\$11,376,120
Appropriation from current year's operations				4,750,000	4,450,000
Loss experience on loans less provision included in other operating expenses				(221,210)	(291,405)
Profits and losses on securities, including provisions to reduce securities other than those of Canada and provinces to values not exceeding market				(1,322,156)	(488,035)
Other profits, losses and non-recurring items, net				(541,240)	(1,487,577)
Provision for income taxes				(3,390,000)	(671,970)
Accumulated appropriations at end of year					
1969		1970			
General	\$11,123,640	General	\$7,776,333		
Tax-paid	1,763,493	Tax-paid	4,386,194	\$12,162,527	\$12,887,133

Statement of Rest Account

for the financial year ended October 31, 1970

	1970	1969*
Balance at beginning of year	\$23,300,000	\$22,700,000
Transferred from undivided profits	1,700,000	1,000,000
	25,000,000	23,700,000
Amount transferred to Capital paid up (Note)	—	400,000
Balance at end of year	\$25,000,000	\$23,300,000

Note:

The Amalgamation Agreement required a transfer of \$400,000 from the Rest Account to the Capital paid up.

Raymond Primeau,
Vice-President and
General Manager

Léo Lavoie,
President

Pro-Can Realties Limited Controlled Corporation

Balance Sheet

as at October 31, 1970

Assets

Rent receivable	\$ 198,200
Land and buildings at cost, less depreciation	5,489,503
	<u>\$5,687,703</u>

Liabilities

The Provincial Bank of Canada	\$ 981,422	
Accrued bond interest	96,250	
Current portion of long-term debt redeemable November 1st, 1970	100,000	
Provision for income taxes	400	\$1,178,072
First mortgage sinking fund bonds — Series "B" — 5½ % maturing November 1st, 1986	3,500,000	
Less: Sinking fund payment due November 1st, 1970	100,000	3,400,000

CAPITAL STOCK

PREFERRED — Redeemable, non participating, non cumulative dividends — 4½ %		
Authorized and issued: 10,000 shares of \$100 each	1,000,000	
COMMON		
Authorized and issued: 1,000 shares of \$100 each (Note)	100,000	
	1,100,000	
EARNED SURPLUS	9,631	1,109,631
		<u>\$5,687,703</u>

Note:

The Provincial Bank of Canada owns the entire capital stock of Pro-Can Realties Limited with the exception of the directors' qualifying shares. It is carried on the books of the bank at \$1,099,400.

Auditors' report to the shareholders

We have examined the balance sheet of Pro-Can Realties Limited as at October 31, 1970. We have obtained all the information and explanations that we have required. Our examination included a general review of the accounting procedures and such tests of accounting records and other supporting evidence as we considered necessary in the circumstances.

In our opinion, this balance sheet presents fairly the financial position of the company as at October 31, 1970, in accordance

with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

Auditors:

Guy Chabot, C.A.,
of Raymond, Chabot, Martin, Paré et Associés

Godfrey Gourdeau, C.A.,
of LaRue, Gourdeau et Associés

Montreal, November 18, 1970.

Record of Growth

THOUSANDS OF DOLLARS	1970	1969 [°]	1968 [°]	1967 [°]	1966 ^{°°}
Assets	\$1,087,940	\$881,104	\$758,736	\$642,455	\$575,484
Loans	648,693	546,794	485,975	388,160	366,391
Deposits	979,577	795,447	712,437	600,832	536,118
Shareholders' equity					
Capital	10,400	9,000	9,000	9,000	9,000
Rest account	25,000	21,200	20,200	19,400	18,700
Undivided profits	127	135	131	125	104
Balance of revenue	12,718	11,163	8,137	6,355	4,779
Net profits	3,848	3,253	2,697	2,386	2,265
Dividends	2,678	2,250	1,890	1,665	1,575
Net earnings per share	74¢	72¢	60¢	53¢	50¢
Dividends per share	54¢	50¢	42¢	37¢	35¢
Number of shares (thousands)	5,200	4,500	4,500	4,500	4,500
Number of shareholders	6,520	6,212	6,159	5,895	5,596
Number of employees	2,987	2,594	2,497	2,407	2,300
Number of branches	253	219	211	205	204
Number of agencies	60	69	115	148	165

° 1966 to 1969 figures are those of the former Provincial Bank only.

°° Figures for 1966 established under the former Bank Act have been adjusted to make them comparable with those of 1967-70.



Address of the Vice-President and General Manager Raymond Primeau

During the financial year 1970, the Provincial Bank has known a period of great activity and exceptional growth. Therefore, I am particularly pleased to report on the results of its seventieth financial year ended last October 31.

This growth was achieved during a period of monetary restraint aimed at cooling down the rate of inflation. While gradually checking the rise of prices, credit restrictions initiated in 1969 have also had the effect of slowing down economic activity, with the result that the Bank of Canada has, over the last few months, allowed a moderate increase in the money supply and eased interest rates on the short-term money markets. Governmental authorities, however, while conscious of the necessity of stimulating the economy and curbing unemployment, are also bent on heading off a new round of inflation.

Merger

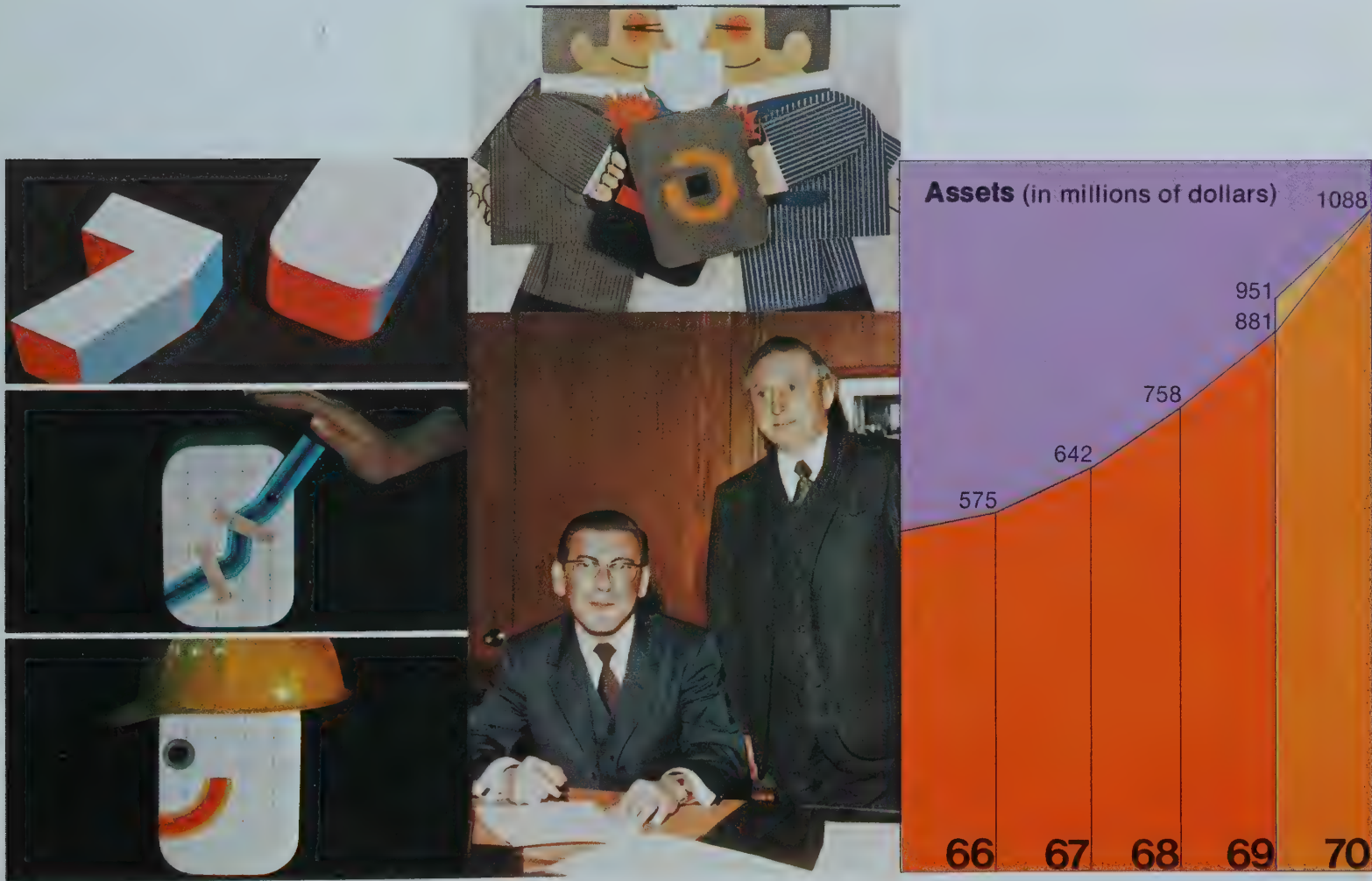
The outstanding event of the past year at the Bank was undoubtedly the merger of the Provincial Bank with The People's Bank, which became effective on August 3. Assets of the two banks were then absorbed by the new Provincial Bank, with take over of revenue and expenses effective from the beginning of the fiscal year, November 1st, 1969. My comments on the financial statements will therefore reflect the operating results of both banks for the whole year. In order to make comparisons between 1970 and 1969 more readily understandable figures for the two have also been combined.

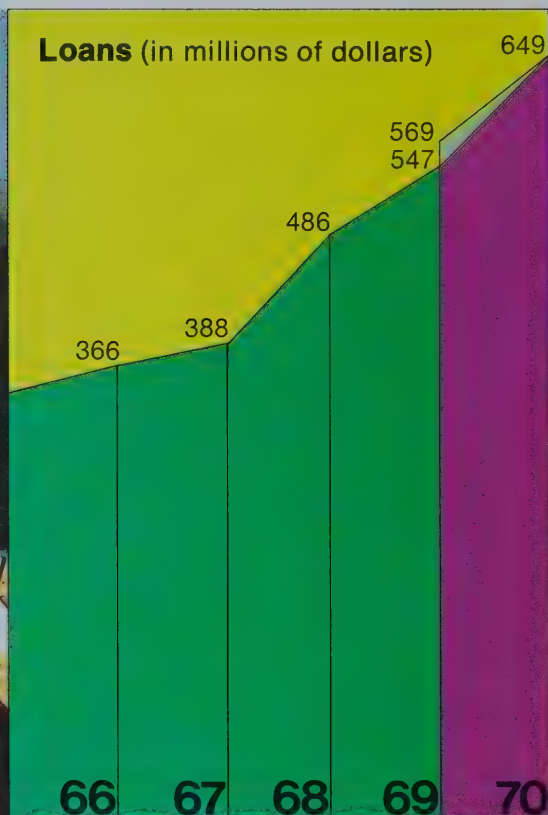
The merger was a great step in the development of the Provincial Bank as it resulted in its assets passing the billion dollar mark and in adding to its network twenty-five branches located in Quebec City and surroundings, where the Bank now has forty branches, more than any other chartered bank.

Total Assets

Total assets of the Bank, at October 31, 1970, were \$1,087,940,404 or 14.4% more than a year before, representing an increase of \$136,719,365 over the combined assets of the two banks at October 31, 1969, which stood at \$951,221,039, including the \$70,117,515 assets of The People's Bank. So, in five years only, the Bank's financial resources increased 100% over the 1965 year-end figure of \$543,107,341.

Joining the ranks of the banks with assets totalling more than \$1 billion has given the Provincial Bank a new dimension and prestige at the international as well as at the national level.





Liquid Assets and Investments

In its fight against inflation, the Bank of Canada has pressed upon the liquid assets of the chartered banks, in order to restrict their lending capacity. This policy was applied mainly during the first half of the year when the Federal Government reduced its own borrowing needs. Beginning with the month of March, however, as a result of moderate increase in money supply, we have been able to maintain our liquid assets at levels comparing with those of last year.

At October 31, 1970, our investments totalled \$259,053,578 compared to \$211,669,034 for the previous year. While interest rates have risen to new highs during the first half of the year, they are now on a downward trend. The yield of 91-day treasury bills for instance, has dropped from 6.78% on April 30, 1970 to 5.01% on October 29 last, while the average return on long-

term Government of Canada bonds fell from 8.04% to 7.94% during the same period.

It is therefore to be noted that the interest rates have dropped far less on the long-term market and that it must become more pronounced if investment by public bodies and companies is to be stimulated.

Loans

Total loans at year-end were \$648,693,244 compared with \$568,759,682 last year, an increase of 14.0%. The downturn in economic activity resulted in a slowing down of the demand for commercial loans. Total commercial loans were \$502,762,254 at October 31, 1970, an increase of \$48,006,254 or 10.6% with medium and small businesses accounting for most of the improvement. Many branches of the Bank are located in economically weak areas where the established policy of the Bank is to support all worthwhile undertakings of our clients.

Demand for loans from the public sector has continued strong. Loans to municipalities and school boards totalled \$74,842,637 at year-end, and large amounts of capital were provided for social capital projects such as universities, hospitals, homes for the aged, low-rent housing and others. We feel that by helping with the financial requirements of the public sector, particularly in the Province of Quebec, we are assuming our share of responsibilities in establishing the basic structures needed to provide for economic growth and for the welfare of the whole population.



While taking into account the difficulties involved in the credit situation, we have consistently shared in the financing of personal needs of people from all walks of life. In this respect, our activities in the fields of loans to farmers and students, as well as budgetary and mortgage loans are particularly noteworthy.

Total Government of Canada and Provincial Government guaranteed loans at October 31, 1970, were \$27,732,147 including \$13,033,924 in loans to farmers and \$12,146,754 in loans to students. In addition to guaranteed loans, the Bank grants a large volume of loans to farmers. Student loans have increased about 30% during the past year, reflecting the rapid growth of institutions for higher education, particularly in Quebec and New Brunswick.



Our budgetary loans now total more than \$100,441,941. The Bank has, for a number of years, devoted a sizeable portion of its resources to consumer credit, which is one of the essential factors in the economy. In this area, we have recorded an increase of \$17,971,894 equivalent to a 21.8% growth rate. While this rate is definitely high, it reflects a decrease from last year, which is easily explained in the context of anti-inflationary measures which has prevailed in this sector as in others.



The need of increasing the housing supply as a consequence of growing urbanization is an acknowledged social priority at all levels of government and one which we fully recognize. In this area, one of the main advantages of merging with The People's Bank has been to increase our mortgage loan facilities in the Quebec City area.

Total mortgage loans were \$60,263,929 at year-end, as compared with \$35,219,783 for the Provincial Bank only, a year earlier. \$17,284,599 of the total increase of \$25,044,146 is accounted for by The People's Bank and the balance by new loans granted during the year.

Deposits

Total deposits moved from \$860,625,609 in 1969 to \$979,577,234 this year and thus show a growth of 13.8%. It must be pointed out that the deposits brought in by The People's Bank are mainly personal savings, which is the very basis of a bank's growth. At year-end, personal deposits accounted for \$476,326,226 and represented 48.6% of total funds deposited by our customers. As competition for deposits from the general public was sharper than ever among banks and near-banks, we are particularly pleased with our success in this area. Other deposits, including those of Federal and Provincial Governments, and of other banks, totalled \$503,251,008, an increase of \$66,064,880.

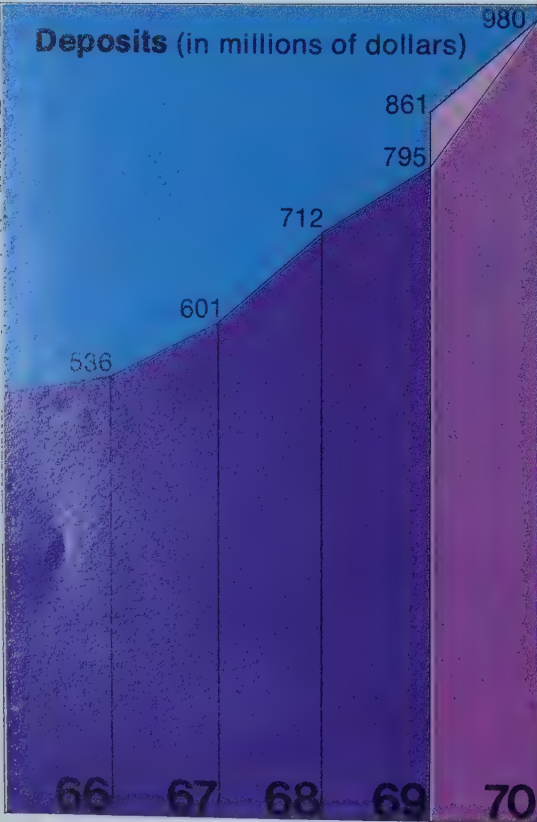
Revenue Expenses and Balance of Revenue

Total income from loans was \$57,446,437, a 25.7% increase over last year, while income from securities rose 20.8% to \$15,453,641 and other revenue \$8,982,360, an increase of 3.4% over last year. Other revenue was affected by the elimination, as of May 15, 1970, of commissions charged for cashing cheques in Canadian funds. Total revenue was \$81,882,438, an increase of 21.9%.

On the other hand, interests paid to depositors amounted to \$40,283,193, an increase of 37.1%. This rate of increase is appreciably higher than that of the income from loans and securities. While operating costs have generally increased throughout Canada, we have been able to

hold our other expenditures within satisfactory limits. Salaries and wages are up 13.6%, while property expenses have increased 12.8% and other operating costs have advanced 1.9%. Total expenses were \$69,164,039, as compared with \$55,430,273 in 1969, an increase of 24.8%. The balance of revenue, or operating profit, is \$12,718,399 as compared with \$11,729,798 last year, an increase of 8.4%.

Taking into account the combined effects on operating results of the elimination of commissions on cheques, of our merger with The People's Bank and of a narrower spread between interests charged and paid, I think we can be justifiably satisfied of our performance.



Profits, Dividends and Shareholders' Equity

After appropriating an amount of \$4,750,000 to accumulated appropriations for losses and deducting income taxes, net profits are \$3,848,399 or 74 cents per share on our 5,200,000 outstanding shares, as compared to 72 cents on the 4,500,000 shares of the Provincial Bank before merger, last year.

Dividends paid to shareholders were \$2,678,000 and balance of revenue added to undivided profits allowed a transfer of \$1,700,000 to the rest account which now totals \$25,000,000.

Accumulated appropriations for losses are now \$12,162,527 of which \$7,776,333 are included in the general appropriations and \$4,386,194 in the tax-paid appropriations. Shareholders' equity, comprising capital stock, rest account and undivided profits, was \$35,527,059 at October 31, 1970, as compared to \$34,356,659 a year earlier.

The Bank's shares were listed on the Toronto Stock Exchange on February 24, 1970, as a normal stage of our expansion into the lucrative Ontario market.

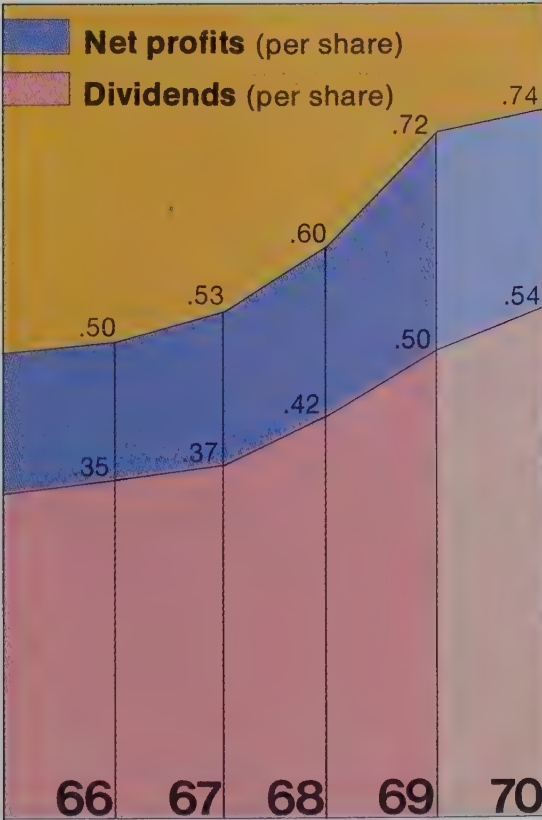
The Branch Network

Our will to grow was never more apparent than during the past year, especially in the field of branch development. Highlight of the year in this respect was naturally the addition of the twenty-eight branches of The People's Bank. This was a suitable complement to our representation in the Quebec City area, where we had to close only two People's Bank branches and one Provincial Bank branch.

Apart from this, nine new branches were opened in 1970. Of these, five are located in the Province of Québec, including a third one in Hull, a third one in Saint-Léonard, a second one in Ville LaSalle and one each in Pointe-aux-Trembles and Greenfield Park. The other four are located in Ontario, including a sixth one in the Windsor area, a third one in Toronto, a second one in Ottawa and a first one in Hamilton. While our agency in Saint-

Basile-le-Grand was given branch status, we closed our office at 1178 Sherbrooke Street West in Montreal. At year-end, we had 253 branches, 215 of which were located in Quebec, 21 in Ontario, 15 in New Brunswick and 2 in Prince Edward Island. We now have 60 agencies, as 9 were closed during the past year. Many of our existing offices, including our main branch in Hull and our Masson and Grand Marais offices in Windsor, Ontario, have been renovated and modernized.

On September 15, we opened a representative office in New York City. Purpose of this first establishment of the Bank in a foreign country is a closer relationship between the Bank and its customers on one side, and the main center of information and trade in North America on the other; promotion of the Bank's business and a more active participation in international money markets. Another objective is strengthening the Bank's ties with its many U.S. correspondents and helping American investors set up new industries in Canada. Mr. Armand Fournel, formerly with our International Department, has been appointed to head the new office.





Marketing

Keeping posted on the needs of the customers and making sure that they are met is one of the main functions of business in an everchanging world. With this in mind, we announced last year the creation of the new position of travel counsellor at Head Office. This move was so successful that we felt we had to go a step further, and jointly with the Quebec Federation of the Caisses Populaires Desjardins, we set up a travel agency known as Voyages Constellation Ltée. This new venture is designed to meet the needs of a society where leisure and communications play an ever-increasing role, and where travel for business or pleasure, is a more and more frequent occurrence.

The public image of the Bank has been a constant preoccupation with us, especially during the last few years. Many efforts have been made in the field of advertising where emphasis this year is on the innovating spirit of the Bank. However, while advertising is still one of the most important factors in our marketing program, we are constantly developing a closely

related activity, that of public relations. This is why we have created more opportunities of meeting with the financial editors and with the analysts connected with various investment firms. Our officers have given several talks to various organizations and social clubs.

Data Processing

Data processing is still one of our main areas of concern. We are just now starting up a computerized savings deposit accounting system linking our branches in Greater Montreal directly to the computer. This program is carried within the framework of an integrated management system where all functions will be inter-related, and all administrative data will be handled by the computer. Absorption of a growing volume of detail by electronic equipment means that branch personnel can spend less time on accounting and routine paper work and concentrate more fully on customer services.

Computers make it possible for the Bank to offer, in conjunction with the on-line banking system, services like the payroll deposit plan that companies can use to pay all their employees thereby saving, at minimal cost, a considerable amount of accounting and administrative work.

Computer techniques have proven to be a modern and extremely valuable tool for the Bank and its customers. Our marketing and data processing departments are working hand in hand in the development of our computer facilities. This is a good example of the need for our staff to become more and more skilled and to possess the flexibility required for adapting to a rapidly changing environment.



Personnel

The achievements of the past year reflect the continued efforts of all the members of our personnel. It is a privilege to pay tribute to them, on the occasion of this annual meeting to which our officers and branch managers have been invited, for their contribution to the progress and growth of the Bank. Total number of employees increased from 2,594 to 2,987 during the year. The increase was considerably higher than previously due mainly to the merger of the Bank with The People's Bank. As a result of the accelerated development of the Bank's business over the last few years, the calibre of prospective employees is constantly improving. We are expanding rapidly enough to offer profitable careers with excellent opportunities for rapid promotion. Rising standards of proficiency required of our employees, and changing conditions of competition on the labor market have led to a constant revision of our salary scale and our social benefit plan.

A craving for self-improvement is now an obvious characteristic of our personnel. For the current academic term, 328 of our employees are enrolled for courses offered by the Institute of Canadian Bankers. Of the fifty-four certificates granted in Canada by the Institute, at the end of the school year 1969-70, eight or 15% of the total were awarded to employees of our Bank. This, we think, reflects favourably on our Bank and is therefore worth mentioning. In addition, our professional training centre offers instruction geared to the needs of our management staff, and key-note of its courses for the past year was personnel motivation and organizational development.

Following the merger, we have devoted particular attention to the personnel of The People's Bank, providing them with briefings and a retraining program aimed at facilitating their gradual integration in the Bank's personnel, and at improving their opportunities for advancement and promotion.

Ladies and Gentlemen, as a result of a rapid increase in our Bank's business, we have lately joined the billion-dollar club. Our new stature enables us to play an ever-increasing role in the economy of the areas we serve, particularly in Quebec. This could never have been accomplished were it not for the constant support of our shareholders, and I would like to express our thanks to you for the confidence you have shown us during the past year and to repeat that your help is essential to our continued development.

The Bank on the Move

The Bank's information stand at shows and exhibitions

A branch of the former People's Bank in Quebec City, now a branch of the Provincial Bank

Official opening of the Bank's representative office in New York. Bank officials with delegates of the office of the Agent General for Quebec

Honoris causa Doctor's degree awarded to President Léo Lavoie

Raymond Primeau addresses Financial Analysts in Toronto

Listing of the Bank's shares on the Toronto Stock Exchange



Branches



Branches

Montreal and Suburbs

Montreal

201 St. James St. West. *J.-P. Normandin*
2675 Beaubien St. East. *R. Caron*
4250 Beaubien St. East. *A. Malfara*
5100 Beaubien St. East. *P.-M. Trottier*
1100 Bélanger St. East. *F. Fichaud*
3255 Bélanger St. East. *R. Iorio*
200 Bernard Ave. West. *R. Roy*
C.N.R. Central Station. *J. Lamontagne*
5635 Cote St. Luc Road. *T. Zimanyi*
3538 DeLorimier Ave. *J. Roy*
1390 Fleury St. East. *A. Durnin*
2201 Fleury St. East. *E. Ladouceur*
2175 Frontenac St. *Y. Poirier*
5990 Gouin Blvd. West. *G.-Y. Morin*
11244 Gouin Blvd. East. *J. Denis*
500 Henri-Bourassa Blvd. East. *G. Barbeau*
665 Jarry St. West. *A. Lazic*
2101 Jean-Talon St. East. *F. Spina*
855 Jean-Talon St. West. *R. Rivard*
1909 Laurier St. East. *J.-L. Morin*
3244 Masson St. *J. Lesage*
6150 Monk Blvd. *R. Desrochers*
1396 Mount Royal Ave. East. *E. Gagnon*
1 Notre-Dame St. West. *J.-E. Bertrand*
2441 Notre-Dame St. West. *B. Lemay*
4440 Notre-Dame St. West. *P. Bleau*
520 Ogilvy St. *S. Daigle*
1346 Ontario St. East. *A.-R. Larivée*
3401 Ontario St. East. *R. Pichette*
4685 Park Avenue. *T. Constantinidis*
9101 Pie IX Blvd. *G. Bédard*
772 Rachel St. East. *F. Bourbonnais*

801 St. Catherine St. East. *F. Brisebois*
1900 St. Catherine St. East.
G.-E. Lachapelle
4137 St. Catherine St. East. *N. Hotte*
680 St. Catherine St. West. *P. Laflamme*
4494 St. Denis St. *R. Mongeau*
7130 St. Denis St. *J. Malfara*
8305 St. Denis St. *A. Robichaud*
6420 St. Hubert St. *J.-P. Ducharme*
8060 St. Hubert St. *R. Deschamps*
3850 St. Lawrence Blvd. *E.A. Doyon*
8631 St. Lawrence Blvd. *J.-L. Lacasse*
8060 St. Michel Blvd. *J.-G. Tardif*
9048 St. Michel Blvd. *L. Pellegrino*
5355 Sherbrooke St. West. *M. Forest*
5702 Sherbrooke St. East. *R. Boucher*
8670 Sherbrooke St. East. *P.-A. Malo*
3543 Van Horne Ave. *R. Chauvin*
4765 Van Horne Ave. *J. Pelletier*
3701 Villieray St. *R. L'Archevêque*

Lachine:
1515 Notre-Dame St. *G.-A. Lacouture*

LaSalle:
584, 90th Avenue. *F. Lavigne*
1447 Shevchenko Blvd. *A. Assaad*

Laval:
Chomedey ward:
395 Cartier St. (Laval-des-Rapides).
G. Fortin
967 Hôtel-de-Ville Blvd. (Ste-Dorothée).
L. Lauzon
201 Labelle Blvd. *R. Laferrière*
1500 Labelle Blvd. *D. Massé*

Duvernay ward:
2765 de la Concorde Blvd.
G.-J. Archambault
38 des Laurentides Blvd. (Pont-Viau).
B. Lachance
1 Place Laval. *S. Bouchard*

Ste-Rose ward:
205 Ste-Rose Blvd. *R. Nadon*

Longueuil:

1667 Chambly Road. *M. Danis*
582 Ste-Foy Blvd. *G. Dagenais*
165 St-Jean St. *G. Desmarais*

Montreal North:

4983 Charleroi St. *G. Babin*
3570 Henri-Bourassa Blvd. East.
J.-M. Desjardins
6015 Henri-Bourassa Blvd. East.
R.-C. Marchand
10202 St. Michel Blvd. *A. Scandale*

Outremont:

1051 Laurier Ave. West. *J.-M.-R. Mongeon*

Pointe-aux-Trembles:

1205 St-Jean-Baptiste Blvd. *D. Demers*

Roxboro:

10415 Gouin Blvd. West. *Y. Gervais*

St. Laurent:

185 Côte Vertu. *P. Paquette*
795 Décarie Blvd. *R. Rousseau*

St. Léonard:

5281 Jean-Talon St. East. *G. Côté*
8450 Lacordaire Blvd. *U. Poirier*
5900 Metropolitan Blvd. East. *A. Bérard*

Verdun:

5364 Bannantyne Ave. *M. St-Pierre*
4014 Wellington St. *P. Pigeon*

Quebec

Amqui. *A. Michaud*
 Asbestos. *M. René*
 Aylmer. *R. Ouellet*
 Baie Comeau. *J. Lizotte*
 Baie St-Paul. *N. Labonté*
 Beauceville East. *G. Hould*
 Boucherville:
 526 Marie-Victorin Blvd. *Y. Toupin*
 Buckingham. *R. Plante*
 Cap Chat. *G. Bujold*
 Causapscal. *L. Boulanger*
 Charny. *J. Desroches*
 Châteauguay-Centre *R. Jutras*
 Chicoutimi. *A.A. Lizotte*
 Contrecoeur. *A. Lauzier*
 Côteau-Landing. *P. Dion*
 Danville. *F. Grégoire*
 Dégelis. *G. Bélanger*
 Disraéli. *R. Labbé*
 Drummondville:
 226 Hériot St. *D. Bourbonnière*
 461 Lindsay St. *G. Chapdelaine*
 229 St. Marcel St. *C. Séguin*
 Gatineau. *A. Charron*
 Gentilly. *J.G. Renaud*
 Granby. *G. Brière*
 Greenfield Park:
 340 Gladstone St. *R. Roux*
 Hauterive. *H. Massé*
 Hull:
 200 Champlain St. *M. Desjardins*
 161 Principale St. *J. Gagnon*
 745 St. Joseph Blvd. *W. Lalonde*
 Joliette. *Y. Granger*
 Jonquièrre. *D. Mailloux*
 Labelle. *J.M. Danis*
 Lac Etchemin. *C. Rhéaume*
 Lachute. *J. Bossé*
 Lac Mégantic. *J. Bergevin.*
 La Malbaie. *C. Simoneau*
 Laurentides. *R. Masse*
 L'Epiphanie. *G. Archambault*
 Louiseville. *R. Desbois*
 Maniwaki. *J.-C. Cyr*
 Masson. *L.A. Careau*
 Matane. *R. Aubé*
 Montmagny. *R. Bellefleur*
 Mont-Rolland. *M. Bourdon*
 Nicolet. *M. Laporte*
 Notre-Dame-du-Lac. *J.Y. Laforest*
 Oka. *R. Cédras*
 Papineauville. *J.-G. Lanctôt*
 Pierreville. *P. Faucher*

Quebec and Suburbs

Quebec
 1035 Cartier Ave. *J. Girard*
 405 Charest Blvd. East. *F. White*
 2 Fabrique St. *R. Gauthier*
 684 Grande-Allée St. East. *R. Chabot*
 230 Marie-de-l'Incarnation St. *G. Matte*
 295 Ste-Foy Road. *G. Leclerc*
 1385 Ste-Foy Road. *O. LeBrun*
 399 St-Jean St. *J.-L. Lemieux*
 1161 St-Jean St. *A. Vézina*
 8 St-Joseph St. West. *G. Ruel*
 203 St-Joseph St. East. *M. Déry*
 545 St-Joseph St. East. *Miss H. De Blois*
 700 St-Joseph St. East. *M. Kirouac*
 54 St-Pierre St. *R. Naud*
 218 St-Vallier St. West. *J.-M. Dion*
 499, 4th Avenue. *H. Routhier*
 595, 3rd Avenue. *R. Turcotte*
 1138, 3rd Avenue. *R. Bouchard*
 1510, 18th Street. *M. Leblond*
 1797, 1st Avenue. *M. Bernier*
 1950, 18th Street. *R. Giguère*
 3265, 1st Avenue. *G.-A. Rochette*
 Beauport
 665 Royale Ave. *A. Pouliot*
 Charlesbourg
 4785, 1st Avenue. *J.E. Lavoie*
 6580, 1st Avenue. *M. Plante*
 Duberger
 2100 Père-Lelièvre Blvd. *J.P. Larochelle*
 Lévis
 Rond-Point. *G. Bérubé*
 35 Bégin St. *A. Faber*
 111 Commerciale St. *G. Labrecque*
 Loretteville
 278 Racine St. *G. Potvin*
 Ste-Foy
 1146 Fournier Ave. *J. Doyon*
 853 Myrand Ave. *R. Parent*
 1009 Route de l'Eglise. *M. Couture*
 2140 Ste-Foy Road. *C. Blais*
 2925 Ste-Foy Road. *A. Bernier*
 Sillery
 1354 Maguire Ave. *A. Beaumont*
 911 St-Cyrille Blvd. West. *L. Careau*
 1160 St-Louis Road. *Miss C. Hardy*
 Vanier
 260 Rousseau Ave. *Y. Boivin*

Other branches in Quebec

Repentigny (Shopping Centre).
J.G. Leclerc
 Rimouski. *A. Martineau*
 Rimouski-Est. *M.O. Paquet*
 Rivière-Bleue. *J. Lévesque*
 Rivière-du-Loup:
 116 Lafontaine St. *J.-L. Allard*
 Rivière-du-Loup-Station:
 494 Lafontaine St. *J.-P. Lebel*
 St-Agapitville. *G.A. Ouellette*
 Ste-Agathe-des-Monts. *R. Lacasse*
 St-André-Avellin. *R. Durivage*
 Ste-Anne-des-Plaines. *R. Turgeon*
 St-Anselme. *G. Falardeau*
 St-Barthélemy. *A. Dufour*
 St-Basile-le-Grand. *R. Turgeon*
 St-Clet. *V. Thibodeau*
 Ste-Croix. *J. Lavoie*
 St-Donat. *B. Villeneuve*
 St-Eustache. *J.M. Létourneau*
 St-Flavien. *Miss A. Couture*
 St-Gabriel (Town of). *J.G. Beaulieu*
 St-Guillaume d'Upton. *J.-M. Huot*
 St-Hyacinthe:
 1690 Girouard St. *G. Milot*
 1605 des Cascades St. *Y. Picard*
 St-Jean-Port-Joli. *J.-L. Drolet*
 St-Jérôme. *S.L. de Carufel*
 St-Pascal. *J.M. Canuel*
 St-Polycarpe. *J.P. Robillard*
 St-Raphael. *R. Dionne*
 St-Romuald. *L. Marquis*
 Ste-Thérèse (Town of Blainville).
L.-P. Roy
 Sayabec. *G. Lévesque*
 Shawinigan. *G. Robitaille*
 Sherbrooke:
 451 King St. East. *F. Chalifoux*
 1405 King St. West. *G. Samson*
 11 Wellington St. North. *A. Lebrun*
 Sorel. *R. Messier*
 Terrebonne. *R. Cousineau*
 Thurso. *J.-P. Lapointe*
 Tracy. *L. Doyle*
 Trois-Pistoles. *R. Dumas*
 Trois-Rivières:
 1433 Notre-Dame St. *J.L. Laroche*
 935 St-Maurice St. *A. Roy*
 Valleyfield. *O. Labrie*
 Varennes. *L. Pinard*
 Verchères. *A. Rousse*
 Victoriaville. *J.-P. Rodier*
 Warwick. *R. Hardy*
 Windsor. *Y. Bourque*
 Yamachiche. *G. Voghell*

Branches

Ontario

Alfred. *S. Cormier*

Belle River. *R. St-Pierre*

Cornwall:

305 Montreal Road. *J. Levasseur*

Hamilton:

447 Main St. East. *H. Gagnier*

Orléans. *J. Dupont*

Ottawa:

152 Rideau St. *J.-L. Fréchette*

160 Slater St. *L. Cyr*

Pembroke. *M.J. Legere*

Rockland. *A.J. Crégheur*

Tecumseh. *R. Chartrand*

Tilbury. *Y. Mongeau*

Toronto:

1728 Eglinton Ave. West. *V. Chiossone*

112 King St. West. *J.O.F. Arsenault*

1295 St. Clair Ave. West. *C. Vozzella*

Vanier. *R. Beauséjour*

Windsor:

500 Ouellette Ave. *L.J. Soullière*

999 Drouillard Road. *G. Seeger*

1599 Ottawa St. *J.C. Lemieux*

4855 Tecumseh Road E. *K.B. Liddle*

899 Wyandotte St. East. *A.Y. Melanson*

1301 Grand Marais Road. *L. West*

New Brunswick

Bathurst. *N. Godbout*

Campbellton. *R. Roy*

Caraquet. *R.E. Basque*

Clair. *E. Bélanger*

Edmundston. *R.J. Deschenes*

Edmundston East. *P. Laforest*

Fredericton: 636 Queen St. *E. Melanson*

Lamèque. *C. Tremblay*

Moncton:

696 Main St. *S.A. Poirier*

238 St. George St. *D.A. Breau*

Norton. *J.J. Arsenault*

Saint John. *P. Richard*

St-Léonard. *A.J. Hébert*

St-Quentin. *G.-H. Lavoie*

Tracadie. *A. Henrie*

Prince Edward Island

Charlottetown. *L.P. Lévesque*

Summerside. *J. Dumont*

